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## 140.10

### Food Delivery and Data System

#### Overview

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##### Introduction

Food delivery and data systems includes goals and objectives for:

- Improvements to vendor activities, and
- Enhancing data quality and integrity.

This policy presents the plan for the current fiscal year, and a status report of activities for the previous fiscal year.

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## Food Delivery & Data System Plan for FFY2016

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**Goal** The goal for food delivery is to develop and maintain a food delivery model that promotes and protects the integrity of the program and provides needed benefits to program participants.

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**Objective** The food delivery & data system plan includes the following objective:

1. **WIC Electronic Benefit Transfer (eWIC) Implementation.** By September 30, 2016 eWIC will begin implementation.

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**Anticipated EBT completion dates** Iowa anticipates completing eWIC implementation by June 1, 2016.

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**In this section** This section contains the following detailed action plans.

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## Action Plan 1. WIC Electronic Benefit Transfer (eWIC) Implementation

<b>Objective</b>	By September 30, 2016 eWIC will begin implementation.
<b>Purpose statement</b>	The Iowa WIC Program is migrating from a paper-based food delivery system to a eWIC system. The Program has contract with an online-based eWIC processor to establish customer service support, tailor the eWIC system for Iowa, establish data exchange between the eWIC system and the State MIS, design training materials and distribute hardware to clinics and grocery vendors unable to integrate eWIC processing into their own front end Point-of-Sale systems. Prior to statewide roll out, the system, hardware and services will be tested in a pilot area of 1 Local Agency, comprising 5 counties. Following successful completion of pilot testing, the FNS must provide approval to proceed to implement statewide.
<b>Action steps</b>	<p>The following activities are planned to meet this objective:</p> <ul style="list-style-type: none"> <li>• October 19, 2015 receive FNS approval to begin pilot testing.</li> <li>• October 26, 2015 begin pilot testing in Marion, Warren, Monroe, Lucas, and Wayne counties.</li> <li>• By February 1, 2016 receive FNS approval to begin statewide roll-out.</li> <li>• February 1, 2016 begin statewide roll-out.</li> <li>• By June 1, 2016 complete statewide roll-out.</li> </ul>
<b>Lead staff</b>	Brandy Benedict, MBA, CPM
<b>Evaluation plan</b>	<p>Completion of this action plan will be evaluated the following ways:</p> <ul style="list-style-type: none"> <li>• FNS approval to proceed to pilot achieved.</li> <li>• FNS approval to proceed to statewide roll-out achieved.</li> <li>• Implementation of eWIC services in all 99 Iowa counties</li> </ul>

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## **Action Plan 1. WIC Electronic Benefit Transfer (eWIC) Implementation, Continued**

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**Resources  
required**

The resources required include state office staff time, Iowa retail vendor support and cooperation, eWIC contractor services and staff, MIS contractor support, laptops, desktops, magnetic stripe card readers, PIN pads, contractor provided POS devices for Iowa retailers unable to integrate eWIC in their stores.

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## Status Report on Food Delivery Plan for FFY2015

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### Action plan 1

- **September 8, 2014** completed procurement activities related to eWIC Services contractor. Contract was executed with FIS/CDP as the Iowa eWIC Services contractor.
  - **October 28, 2014** eWIC implementation activities formally started with a kick-off meeting hosted by the eWIC Services contractor and attended by WIC state office staff, all contractors, eWIC Executive Steering Committee members, and key project stakeholders.
  - **November 1, 2014** completed procurement activities related to eWIC Independent Verification & Validation (IV&V) contractor. Contract was executed with Thought Matrix Consulting, LLC to provide IV&V services for the Iowa eWIC program.
  - **December 3, 2014** IV&V contractor review activities began, with first IV&V review report being delivered to the Iowa WIC Program on December 16, 2014.
  - **August 3, 2015** scheduled as the start date for user acceptance testing (UAT) of the universal interface.
  - **October 19, 2015** scheduled as the date by which eWIC Services contractor must have at least 95% of WIC Vendors in the pilot area are ready to accept eWIC transactions.
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